

Making Rochester
a Great Place to Age Well
by Supporting
Family Caregivers



2015-2016 ANNUAL REPORT

Making Rochester a Great Place to Age Well by Supporting Family Caregivers

Dear Friends,

Almost every week, while I'm at Wegmans or at meetings outside of our office, I'm stopped by someone who is caregiving for a relative. Their questions are about home care, housing, transportation, Medicaid and more. All too often, I can tell that they are tired, frustrated and confused about what to do next.

Our longer lifespans bring wonderful opportunities for many and heartbreaking challenges for others. Our parents, spouses or siblings are living longer with chronic illnesses that sometimes rob them of their ability to manage on their own. That's when some of us become caregivers.



You may not call yourself a caregiver. After all, you are just doing what any daughter, husband, wife or sibling would do for someone you love. The "typical" caregiver is a 47-year-old, working daughter who provides care for her mom. That care may be as simple as weekly runs for groceries or as challenging as living with a parent with dementia, Parkinson's or other chronic and/or progressive disease. The need for caregiving happens when someone isn't able to perform what are known as activities of daily living. Handling money and making meals are examples. Transferring from chair to standing, walking independently, dressing, bathing and eating are other activities of daily living – activities that most of us take for granted.

At Lifespan, we are focusing on enhancing services for caregivers.

This past year we won a \$7.5 million-dollar grant from the NYS Department of Health to provide better services for caregivers of Alzheimer's patients – because a disease that can manifest itself for 15 years takes a heavy toll on family members. And let's be clear, 80% of care in our state is provided by family caregivers, not by institutions like nursing homes.

We also became a pilot for a \$2.5 million-dollar contract from the NYS Department of Health to integrate our services with medical systems of care because circumstances – at home – after older patients leave doctors' offices or hospitals often have a big impact on patients and caregivers.

Former First Lady Rosalind Carter founded an Institute for Caregiving and she often says, "There are only four kinds of people in the world — those who have been caregivers, those who currently are caregivers, those who will be caregivers, and those who will need caregivers."

Some people become caregivers suddenly following "the call" about a father's stroke, and some people gradually adopt the role as a mother sinks further into dementia. We are developing Lifespan's caregiver resource center for these situations. We will provide more education, more options for respite and more availability for consultations. It's the least we can do for such an important role.

Warmly,

Ann Marie Cook President/CEO

Ann Marie Cook

Significant Accomplishments

New Project Links Lifespan to Medical Providers

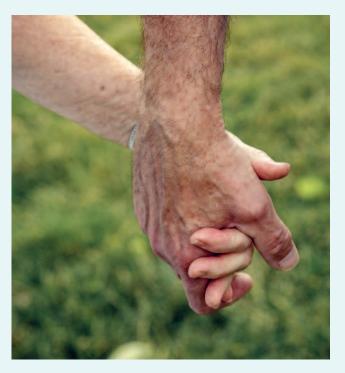
Lifespan's Community Care Connections project is an exciting three-year pilot that is linking our social workers and nurses to health care providers to improve outcomes for older adults and caregivers.

Health care providers and aging service providers have long operated in siloes. But we have known for years that circumstances at home can have tangible negative effects on the ability of older adults to function, on the ability of caregivers to help and ultimately on hospital admissions and readmissions. A John A. Hartford Foundation study called this "health care's blind side."

This inquiry to Lifespan from a caregiver highlights that medical management and acute care, while vitally important, does not provide all the answers.

"Looking into info for help with in-laws. My mother inlaw is on periteneal [sic] dialysis, took a fall at home, hospitalized for 4 days, UTI, concussion, severe anemia. Up and down several times during night and confusion not sure if just from health issues but have noticed forgetfulness increasing. Family has been trying to stay 24/7 but now realize it is too much for us...."

In this new project, we are using care access points to integrate our community-based aging services and medical systems of care. Access points include physician practices, discharge planning, home care agencies and emergency medical services (EMS) in Monroe, Wayne, Ontario, Livingston and Yates counties. Our objectives include reduced hospital admissions/readmissions and ED visits and reduced caregiver burden.



Enhancing & Expanding Services for Caregivers of People with Alzheimer's Disease

Lifespan, in collaboration with the Alzheimer's Association, is the recipient of a \$7.5 million, five-year grant from the NYS Department of Health to enhance and expand supportive services like care coordination, health care coordination, family consultation, education & training, planning, respite services and support groups for caregivers.

Five million Americans have dementia. That number will continue to grow as the number of people living into their 70s, 80s and 90s grows. Most of their care is provided by family members. Through a system of referral and intake at both Lifespan and the Alzheimer's Association, caregivers and patients may take advantage of expanded services in a ten-county region.

Nine-County Training Provider

Lifespan was awarded the New York State Office for the Aging contract to be the regional Ombudsman training provider for nine counties under the state's plan for regionalization of Ombudsman services.







Another "Senior Center" for the 21st Century Opened

We opened our third older adult center within a local YMCA in April 2015 for a new generation of older adults. Located at the Eastside Y, we operate around five core elements: health & wellness, lifelong learning, volunteerism, caregiver support and social/recreation activities. As traditional "senior" centers around the country die for lack of participation, our three centers within YMCAs are growing.

An AARP report, "Transforming Senior Centers into 21st Century Wellness Centers" notes that, "In addition to being the largest-ever generation, today's older Americans have needs and interests very different from the previous generation. As such, an effective senior center model includes programs and facilities designed to meet the social, mental, and physical needs of its clients."

The centers are located within the Maplewood, Westside and Eastside Family YMCAs. Funding is provided by the United Way, MPV Health Care and Lifespan.

New Transportation Option The Westside Express

Lifespan's Give-a-Lift service not only recruits volunteer drivers, we also help launch new volunteer transportation services. After nearly a year of planning, a new volunteer transportation program was launched in Gates and Chili with the goal of providing non-emergency transportation within Monroe County for residents who do not drive. In the first year, volunteers gave 2,500 hours of service, arranging over 800 rides for 130 different people, covering about 20,000 miles! One 86 year old rider wrote, "I am legally blind and live alone. Your program enabled me to complete some physical therapy for an old injury. I am now pain free and able to move comfortably. This has made a significant change in my life and allows me to stay independent."

Lifespan Spearheaded Golisano Retirement Collaborative

People with intellectual/developmental disabilities (I/DD) are living longer, and many have participated in day or sheltered workshop programs for a long time. The prospect of retirement is frightening and unfamiliar to them and their families. People with I/DD have little or no retirement income. Lifespan presented a

grant proposal to the B. Thomas Golisano Foundation for funding, support and partnership in the development of a "Blueprint for Action" for older persons with intellectual/ developmental disabilities relating to "retirement." The work of the Golisano Retirement Collaborative culminated in the development a blueprint report detailing the call-to-action for retirement options and opportunities for older adults with I/DD.

Outstanding Outcomes

Fewer hospital readmissions — goal achieved!

In the Community-based Care Transitions program, a select group of patients discharged from local hospitals had an in-patient medicine reconciliation by a pharmacist and/or a visit from a transition coach post discharge. This project was funded in 2012 by the Centers for Medicare and Medicaid Services (CMS) to reduce the 30-day readmission rate for Medicare beneficiaries by 20%. Historically, 1 in 5 Medicare beneficiaries has been readmitted to the hospital within 30 days of discharge. Our project partners included Strong Health, Unity, Rochester Regional Health, Geneva General Hospital, Visiting Nurse Service and Lifetime Care.

Outcome: From program inception in 2012 to October 2015, we demonstrated a **26.4**% **decrease (goal was 20%)** in the 30-day readmission rate for those who received one or both interventions.

Fewer hospital admissions and fewer ED visits — goal achieved!

Our Healthcare Coordination service began in October 2014 as a one-year project funded by the New York State Department of Health. Our target group was 100 Medicaid beneficiaries age 50 and older who had a history of noncompliance, missed doctor appointments, multiple chronic illnesses and/or low health literacy resulting in high hospitalization/ED use.

Healthcare coordinators are licensed practical nurses (LPN) working under the direction of a registered

nurse (RN). In this coordination role, they ensured patients had appointments for physician visits and tests, transportation to appointments and access to prescription medications. They also attended appointments to ensure effective doctor/patient/family communication, conducted in-home medication reconciliations, provided disease education and emotional support and connected patients with community support services. The goal was to reduce the number of hospitalizations and emergency department visits.

Outcome: The project achieved an 84% reduction in emergency room use and an 82% reduction in hospitalizations along with significant cost savings. 91% of all scheduled medical appointments were attended by patients.

Restitution for victims of financial exploitation totals \$580,866!

Lifespan is a leader in elder abuse prevention throughout New York State. Several years ago, we supported the formation of seven Enhanced Multidisciplinary Teams (E-MDTs) in the Finger Lakes region. E-MDTs consist of professionals from various disciplines whose primary focus is to investigate, intervene and prevent financial exploitation of older adults. Bringing together multiple disciplines streamlines communication, ensures timely, in-depth investigations, protects older adults from further harm, and commences prosecution when appropriate. The teams provide a holistic response which includes recommendations and support to those professionals working on very complex financial exploitation cases. All the E-MDTs have unique access to a forensic accountant and geriatric psychiatrist.

Outcome: Since 2012, court ordered or agreed upon **restitution to victims has totaled \$580,866**. The E-MDT project is funded by a federal grant to New York State from the Federal Administration for Community Living.

This letter, from a long distance daughter about her mom's hospitalization highlights the divide between hospital and home. This is why Lifespan is testing new ways to collaborate with medical providers.

Subject: Help with a Problem

Hello Mary, (Healthcare Coordinator at Lifespan)

We have a problem and wonder if you have any advice. Mom is in the hospital. This was after a general decline over the past two weeks. We had been talking to her regularly and, at times, she seemed to have flu or cold symptoms, then she seemed to be better. Then she sounded like she had UTI symptoms, and when we spoke to her on Wednesday night, we all agreed she needed to see a doctor. The next morning, she hit her emergency button, and ended up in an ambulance and at the hospital.

Testing on Thursday showed blood in her stool, she was anemic from blood loss, and had elevated potassium levels. She was very weak and somewhat incoherent according to a nurse. For the next two days, we tried to get information, or a doctor's call, and were unable to connect with anyone. I was on the phone and online for five hours on Saturday — with no luck. I was unable to talk with my mother.

A doctor finally called me on Saturday afternoon and said mom had an endoscopy and colonoscopy neither of which revealed any bleeding. The doctor said mom would probably be ready to go home on Monday and that she would have therapy on Saturday and Sunday.

I spoke with mom and she wants to return home, but she is very weak. My sister said she seemed a "1" on a scale of 1-5. I asked her if she had done any exercises, and she said she hadn't. My sister said she still needed help walking to the bathroom from her bed.

HERE'S OUR OUESTION

No one has asked us about the circumstances of mom's home as they get ready to discharge her. They may inquire more tomorrow, but they have said very little to us to date, and this concerns us. Mom has about 16 stairs just to get into the house. We are concerned about weakness. I will describe this when I speak with the hospital tomorrow, but I will be doing this from a distance.

Any advice you could offer us will be helpful.

Thank you. Dawn Dear Pam, (Healthcare Coordination Supervisor at Lifespan)

I am writing this afternoon to celebrate your team at Lifespan — especially Mary Law — and thank you for supporting families. I have enclosed my communication to Mary on Sunday evening as my family and I were encountering challenges with the hospital.

This morning, Monday, Mary was a lifesaver in reading and understanding our situation and immediately calling me and being on scene at the hospital as we tried to be advocates for my mother as the hospital was ready to discharge her home.

I could not have managed everything from a distance had Mary not assessed several needs at once (my mother's, my sister's, the hospital's, and mine) and offered to step in with her calm and clear-sighted advice and support.

I and my family are so very grateful to Mary. And grateful to you and Lifespan for matching us up.

Thank you. Dawn

LIFESPAN 2015-2016 ANNUAL REPORT

How we helped older adults and caregivers take on the challenges and opportunities of longer life.

11,579 people

called for general information about older adult services.

426

mental health screens were administered.

"The counselor came into my life when I desperately needed help. With her care and concern, she lifted my spirits to new heights and gave me the confidence to change my behavior by setting goals and working to achieve them."

3,964 people

attended Medicare workshops and 3,521 people received one-on-one guidance.

"On behalf of the SPOHNC-Rochester Group, thank you for the informative presentation on Medicare! All of the members left better armed to understand their benefits, and they all commented on how you made something complicated understandable!"

81

volunteers

provided in-home financial management assistance for

427 older adults.

"My financial manager helped me to apply for benefits that I didn't know about, and it enabled me to make funeral arrangements that I was unable to do previously — truly a load off my mind."

Overall 2015 Results

30,135 individuals interacted with Lifespan.

477

volunteer drivers provided almost 19,000 rides. 109 new drivers were trained in 2015.

"Just a great service for us who are not able to drive to appointments as we did when younger. We don't know what we would do without the service you provide."

357 people

completed our fall prevention or chronic disease management workshops.

Minor home modifications to prevent falls were completed in

734 homes.

"It makes me feel more comfortable when giving mom a shower — thank you!"

The Ombudsman program investigated 449 complaints about care in nursing or adult homes. 90 trained volunteers provided 3,746 consultations about care.

"I am very grateful for all the help you've provided me. You were, what felt like, one of the only people to sit and listen to me and help me be heard. Thank you." 98

respite volunteers served 136 families of people with mild dementia.

292

cases of elder abuse were investigated.

378 families

participated in our Future Care Planning service for loved ones with a disability.

"The Future Care staff were fantastic, helpful, friendly, and supportive. Thanks to this our stress has been relieved."

400 people

participated in activities at the Lily Café at the Maplewood YMCA.

1,129 people participated in activities at our center at the Eastside YMCA, and 358 participated at our center at the Westside YMCA.

"Coming to the Lily Café is my reason for getting up in the morning." "I love the Eastside Resource Center. I am here every day. It's my home away from home."

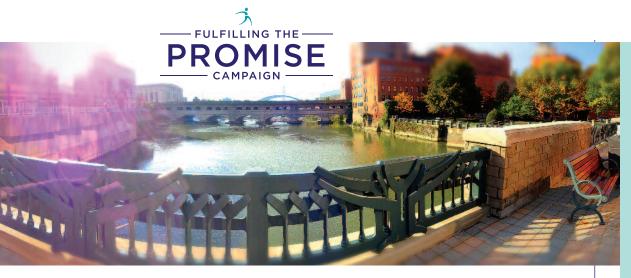
125

people attended a caregiver conference hosted by Lifespan in Albany.

Our Elder Abuse Prevention staff conducted 61 presentations for

1,465 people.

49 more trainings were held for 1,013 allied professionals.



Making Rochester a great place to age well

Our Fulfilling the Promise campaign ended September 30, 2015 after successfully raising \$5.4 million dollars.

The campaign launched in 2014 under the leadership of Carl Carballada. It will provide the funding necessary to meet the needs of a growing population of older adults and caregivers.



We want to help make Rochester a great place to age well. We will:

- Help more older adults live at home as long as possible.
- More fully support family caregivers.
- Ensure that elders are free from abuse and financial exploitation.
- Promote purposeful aging and help a new generation of retirees decide the "what's next" in their lives.

Lifespan thanks campaign donors, the campaign cabinet and especially Carl Carballada for his commitment to the greater good of our community.

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The following people or organizations are helping Lifespan Fulfill the Promise with their contributions to the campaign. We thank them for their generosity. Together, we will make Rochester a great place to age well!

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^{*}These generous campaign donors made payments toward their campaign pledge in FY 15-16 and have been listed under their total pledge amount.





2016 Celebration of Aging

COA Second Half Hero Honorees (left to right) Bruce Rychwalski, Geri Dolan, Winnie Wong, Justin Vigdor, Rose Marie Fagan and Svetlana Shales, pictured with Henry Winkler. Rose Marie Fagan received the Carter Catlett Williams Award for Excellence in Aging/Long-term Care Services.

1,600 people — the most ever — attended our 20th 2016 Celebration of Aging with guest speaker Henry Winkler. The event raised \$241,659.00 thanks to wonderful sponsors, table supporters and individual donors. Special thanks to the Daisy Marquis Jones Foundation which matched two-to-one every dollar donated at the luncheon.

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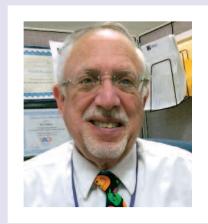
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LIFESPAN 2015-2016 ANNUAL REPORT

WOW Award Winner

At Lifespan we strive to provide customer service that lives up to our "take it on with Lifespan" brand promise. Each month, staff members nominate each other for a WOW! Award, and each year we



choose one person to receive our annual WOW! Award. For 2015 that person is **Ron Brandwein**, a health insurance specialist in our Financial Services Department.

Sometimes it seems that every older adult in Rochester knows of Ron. He provides our monthly Medicare 101 workshops that draw raves.

Ron is very knowledgeable and especially patient. This is the second time I've dealt with him and have no doubts, I will call him again. A very good rep for Lifespan.

We are appreciative of the time Ron spent to explain Medicare and health insurance options. We left feeling better informed and confident in what to do. Thank you so much.

Ron was very kind, patient and knowledgeable. He helped me to understand my health issues and more! He was great!

Every year during Medicare open enrollment, Ron and his team of well-trained volunteers conduct workshops for thousands and meet one-on-one with thousands — 16,934 to be exact over the last two years.

During the last open enrollment, Ron was scheduled to do a workhop at Assemblyman Morelle's Health Fair. We were told there would be about 100 attendees, but 280 people showed up! Ron coped by making two presentations. The following day, Mr. Morelle's office wrote a thank you note for getting them out of a tight spot saying Ron was "a rockstar!"

His own presentation schedule is coupled with coordinating his 25 plus certified volunteer counselors, as well as overseeing the creation of a Medicare plan comparison chart that is in high demand during every open enrollment period. Ron also assists local media outlets as they report on Medicare plans and changes.

United Way Shining Star Award

Sue MacDonald, our Human Resources director, received a Shining Star award from the United Way for her work on our campaign. The award recognizes consistently high performing experienced coordinators, senior champions, committees, and organizations for outstanding achievement.

Foundation/ Corporate Support of Program

Funder	Program
Rochester Area Community Fund – Muriel J. Marshall Fund for The Aging	Financial Management
Rochester Area Community Foundation – Fox-Knoeferl Family Fund	Health Care Coordination
Rochester Area Community Foundation – Dolores and Philip Neivert Ages & Stages Fund	Aging Alliance
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Farash Foundation	Home-Safe-Home
New York Bar Foundation	Future Care Planning
Wegman Fund	Caregiver Services
MVP Healthcare	Matter of Balance and Information & Inspiration
Hurlbut Care Communities	Information & Inspiration
Episcopal SeniorLife Communities	Information & Inspiration
Jewish Senior Life	Information & Inspiration
St. John's	Information & Inspiration
B. Thomas Golisano Foundation	Retirement and Transition Planning Grant
Greater Rochester Health Foundation	Fall Prevention



Our Mission

Lifespan's sole mission is to help older adults take on both the challenges and opportunities of longer life. Lifespan provides a continuum of direct services and unbiased information, guidance and advocacy for older adults and caregivers. We also provide training and education for allied professionals and the community.

Lifespan's Organizational Values

- We respect older adults and treat them with dignity.
- We provide services in a culturally sensitive manner and strive for diversity among staff and boards.
- We provide unbiased information and guidance that helps older adults and caregivers make informed decisions.
- We collaborate to better serve our customers.
- We continuously seek out opportunities to increase/improve services for older adults and caregivers.
- We are responsible stewards of public, foundation and private donations.

Lifespan's Customer Outcomes

Our services improve the quality of living for persons in the second half of life by:

- Increasing financial security.
- Reducing the risk of elder abuse.
- Improving caregiving.
- Maintaining and increasing independence and safety.
- Increasing fulfillment.
- Increasing options and knowledge.

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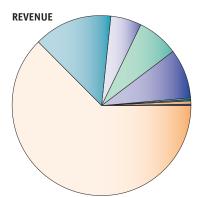
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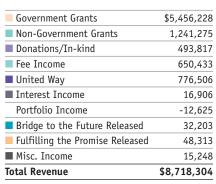
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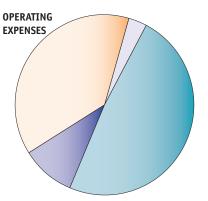
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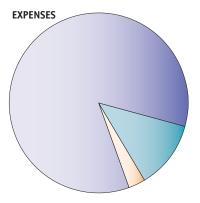
Please Note: These numbers are unaudited and do not reflect Future Care Planning.



Total Expenses	\$8,630,928
Rent	266,659
Operating	3,312,290
Fringes Benefits	843,920
Salaries	\$4,208,059

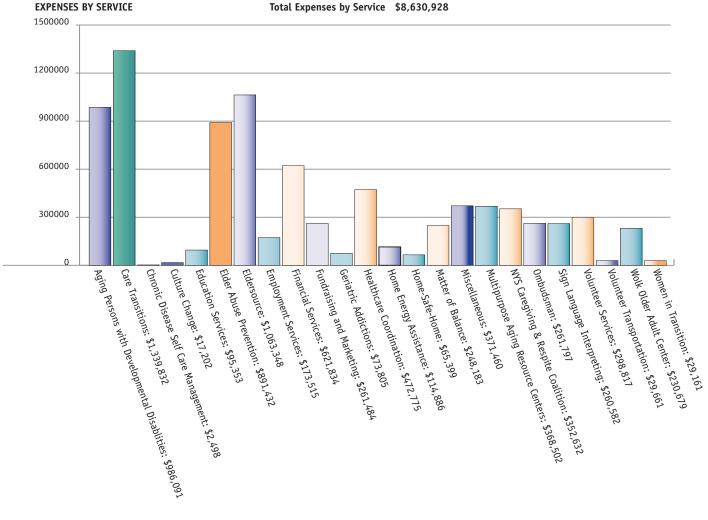
Excess (Deficiency) of Support and Revenue over Expenses before Equity in Earnings of Eldersource and Future Care Planning 87,376

Total Assets	\$6,249,812
Total Liabilities	\$1,521,191
Unrestricted Net Assets	\$4,728,621



Total Expences	\$8,630,928
Fundraising	261,484
Management and General	1,035,511
■ Program Services	\$7,333,933

Total Expenses by Service \$8,630,928



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